

**MINUTES
LIBRARY BOARD OF TRUSTEES**

August 21, 2012
5:00 P.M.
Central Library
7111 Talbert Avenue
Huntington Beach, CA 92648

ROLL CALL:

MEMBERS PRESENT: Vogel, Daugherty, Miles and Moore

MEMBERS ABSENT: Croteau, Cox and Lewis

STAFF PRESENT: Beverage, Blassingame

COUNCIL LIAISONS PRESENT: None

PRESENTATIONS/COMMENDATIONS:

Ms. Beverage announced that Richard Crosthwaite and the Security Staff were selected to receive the Melville Dewey Employee Recognition Award for the month of July. They were recognized specifically for going the extra mile to keep an eye on the literacy department while Diane Moseley was on vacation.

MINUTES: July 17, 2012

VICE-CHAIR VOGEL ENTERTAINED A MOTION TO ACCEPT THE MINUTES AS SUBMITTED: SO MOVED BY MR. MOORE, AND SO SECONDED BY MR. MILES. AS NONE WERE OPPOSED, THE MINUTES OF JULY 17, 2012 WERE ACCEPTED AS SUBMITTED.

ORAL COMMUNICATIONS/PUBLIC COMMENTS:

Gloria Alvarez, Huntington Beach resident, and member of the Historic Resource Board, and GAB reader, and Elaine Parker, Huntington Beach resident, and member of Friends of the Children's Library and Taste of HB committee, were in attendance.

Ms. Parker spoke about her concerns if Measure Z passes in November, its effect on library branches and how the children they serve will be impacted, and is present to gather information about the Library Board's outlook. She added that the food bank currently renting space in the Main Street branch building is a cause for concern to the parents who visit that location, but the FOTCL will continue to schedule programming for both Main Street and Banning.

Ms. Alvarez stated that as an avid library supporter she seeks to help support the branches regardless of City finances. She also commented on the negative impact the food bank clientele has on the patronage at the Main Street branch. She is present to hear what action the Board of Trustees plan to take and to find out what residents of Huntington Beach can do to help.

Vice-Chair Vogel thanked Ms. Alvarez and Ms. Parker for their comments and moved on to the next item.

ADMINISTRATIVE ITEMS:

None.

DISCUSSION ITEMS:

F-1. Letter to City Council regarding Measure Z.

Ms. Beverage reported on the letter sent to the Honorable Mayor and City Council members by the Library Chair on behalf of the Library Board of Trustees that asked about the impacts to the City should the measure pass. Ms. Blassingame apologized for sending the letter before allowing the Board members to review and comment on the letter.

Ms. Beverage asked if any of the Board members had any concerns or comments. Mr. Miles asked if any feedback had been received from the City Council. Ms. Beverage stated that Mayor Hansen and Councilmember Bohr inquired about when the Library Board meets, and that Councilmember Bohr has requested a statement from Chair Croteau opposing Measure Z. Ms. Beverage added that the City Council is split on their support of Measure Z, and that on Tuesday, September 4, 2012 the topic of the City Council Study Session at 4:00 pm will be the impact of Measure Z on all City services. Mr. Miles reported that he wrote a letter to the Independent opposing Measure Z.

Mr. Miles proposed a motion to draft a letter from the Library Board members to the City Council members opposing Measure Z.

VICE-CHAIR VOGEL ENTERTAINED A MOTION TO DRAFT A LETTER TO CITY COUNCIL FROM THE LIBRARY BOARD OF TRUSTEES OPPOSING MEASURE Z AND TO BRING THE LETTER TO THE SEPTEMBER LIBRARY BOARD OF TRUSTEES MEETING FOR REVIEW: SO MOVED BY MR. MILES, AND SO SECONDED BY MR. MOORE. AS NONE WERE OPPOSED, THE MOTION TO DRAFT A LETTER TO CITY COUNCIL FROM THE LIBRARY BOARD OF TRUSTEES OPPOSING MEASURE Z AND TO BRING THE LETTER TO THE SEPTEMBER LIBRARY BOARD OF TRUSTEES MEETING FOR REVIEW WAS ACCEPTED.

Vice-Chair Vogel asked if there were any further questions or comments and, there being none, she moved to the next item.

F-2. Library Awareness - “Geek the Library”.

Ms. Beverage reported that one of the findings of the information gathering for the Strategic Reality Check was that the community doesn’t have a sense of the value of the library. Ms. Blassingame distributed the informational handouts that the library is sharing with community members at various events, including the downtown Surf City Nights and Bella Terra, in an effort to increase support for the library’s services.

Mr. Moore suggested sharing the potential cuts to library services if Measure Z passes, to get the public’s attention so they identify with the cause on a personal level.

Ms. Blassingame distributed “Geek the Library” t-shirts and bumper stickers to the attending Library Board Trustees.

Ms. Beverage reported that she made a presentation at the August 20 City Council meeting and a press release announcing the Geek the Library campaign would be in the next City Manager’s weekly report. She explained that Geek the Library advertisements are featured in both the Independent and the Wave newspapers, she has visited the Host Lions’ Club and the Surf City Lions Club, and will also meet with the Kiwanis group. Ms. Beverage reported that the library was awarded the Parenting OC Readers’ Choice award for the Best Library in North Orange County, and that the library would advertise in that publication, too. Finally, she mentioned that yard signs are on order as well as bus benches promoting the library through the Geek the Library campaign.

Vice-Chair Vogel asked if there were any further questions or comments and, there being none, she moved to the next item.

F-3. City Budget.

Ms. Beverage reported that the 2012/2013 City Budget will be presented to City Council on at the Council meeting on September 17, 2012, for approval.

Ms. Beverage explained that if Measure Z passes in November the potential impact to library services, to meet a reduction of \$100,000, could be two branch closures, less funding for materials, and a reduction in hours at the Central library. Mr. Moore stated that the community needs to know how the Measure will impact the library’s value to the community.

Vice-Chair Vogel asked if there were any further questions or comments and, there being none, she moved to the next item.

F-4. Library Policy Development.

Ms. Beverage provided some history about the development of the Social Media policy the Trustees are being asked to review and approve, explaining that the introduction and increasing use of social sites like Facebook, Twitter and Pinterest requires a policy to address appropriate use by library staff as City employees.

Ms. Beverage asked the Trustees to review the policy for approval. The attending Library Board Trustees agreed to review the policy and make suggested revisions or approve at the September Library Board meeting.

Mr. Moore asked if the library policies were governed by the City Council or library management. Ms. Beverage replied that procedural policies are agreed to and approved on the library level.

Vice-Chair Vogel asked if there were any further questions or comments and, there being none, she moved to the next item.

INFORMATION ITEMS:

Ms. Blassingame reported that Aquarium donations total more than \$6,000 to date and a new room rental client, Mariners Church, is donating another \$25,000.

Ms. Beverage shared that the Summer Reading Program ended on Friday, August 17, and that storytime is on vacation from Monday, August 27 through Friday, September 7. She added that the literacy programs are thriving.

COMMITTEE REPORTS:

Ms. Blassingame distributed information on the next Friends of the Library Authors' luncheon scheduled on Friday, September 14.

Ms. Blassingame distributed the Orange County, California Genealogy Society schedule for September.

CALTAC: Mr. Moore reported that CALTAC asks politicians to write articles for the monthly newsletter.

LIBRARY BOARD COMMENTS:

None.

STAFF COMMENTS:

Ms. Beverage reported that the library received 30 Google Chromebooks through a State Grant in partnership with Google, which the library will loan to patrons. She explained that management is developing a staff workshop to address how to use the devices and also procedures on how to loan the devices to patrons.

ADJOURNMENT:

Vice-Chair Vogel entertained a motion to adjourn the meeting. Mr. Moore moved to adjourn the meeting and Ms. Daugherty seconded the motion. There being no more business, the meeting was adjourned.

Respectfully submitted by,

Faith Vogel
Vice-Chair